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New ad campaign chalks up recruits

Your CIA wants YOU

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If you're intelligent, skilled and like a challenge, then it's time for the CIA and you to know more about each other. That's assuming the CIA doesn't already know all about you.

In a media advertising campaign that began last summer, the Central Intelligence Agency is trying to recruit "men and women who want a career with a challenge and rewards to match."

"We're looking for all minorities," said Robert Peterson, CIA personnel representative for the southeastern region. "Miami, with its high concentration of Hispanics, fits right into the picture." Many referrals have been the result.

Overall, CIA recruiters say, the ad campaign has brought about "tremendous" results.

"We've gotten very good response," said CIA spokeswoman Kathy Pherson. About finances, she would only say the agency has gotten its money's worth.

In the past few years, a tarnished image and other problems have given the CIA trouble in recruiting new agents. The agency tried small ads in professional journals for engineers or scientists and college newspapers, but job applications continued to drop.

"I think we lost out on a lot of

people when they cut out the draft. Before, we used to get a lot of people with military background. They had served in the armed forces, traveled around some and were looking for something else to do," Pherson said.

So the agency went to Madison Avenue. Gaynor & Ducas created the new ads, aimed at a special type of person — "Not everybody can work for the Central Intelligence Agency, but you may be one of them."

The ads have appeared in big-name newspapers such as the New York Times and Washington Post, and some magazines geared to minorities. NUESTRO, a national magazine for Latins distributed in Miami, New York, Chicago and the southwestern United States, ran a full-page CIA display ad with a profile of an eagle on a black background earlier this year.

This ad, like those in the newspapers, makes its pitch to the person who has "the ability to piece together information from many sources and build it into a picture of what's happening in the world."

The agency, which wants people with backgrounds in computer sciences, economics, engineering, foreign studies, languages, mathematics, photographic interpretation and physical sciences, has a new slogan: "It's time for us to know more about each other."

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